

4FRNT becomes North American distributor for ROXA ski boots

SALT LAKE CITY, UT – As the temps fall and skiers begin their hunt for the upcoming season's harvest, 4FRNT has advanced its hard goods focus into ski boots and as result, will immediately integrate the Italian boot line, ROXA, for North American distribution.

"4FRNT was a team we strategically sought out to represent the ROXA brand," said Pietro Micheletti, the pioneer of ROXA North America, formerly operated in Montreal. 4FRNT will engage in all aspects of distributing the ROXA brand, including, product consultation and development. 4FRNT will roll out a North American branding campaign for the Italian boot brand, derived from an athlete driven focus similar to that of their own ski brand yet maintaining separate identity's of the ROXA and 4FRNT brands. "Working with 4FRNT will strengthen the ROXA appeal to specialty retailers and authentically deliver the performance focused product we've been cultivating over the last few years for the trend setting North American freeskiing market," stated Pietro.

The 22-year-old Italian boot maker, in collaboration with Pietro, debuted the ROXA brand to North America at the SIA tradeshow in Denver, 2011. The ROXA brand realized its potential in the North American market for its signature 3-piece shell design as result of the orders received after two introductory years with zero marketing.

When arriving to the final agreement with Pietro in Montreal this past week, Matt Sterbenz, founder of 4FRNT, stated: "Being in Montreal and viewing the IF3 films while also meeting and finalizing the ROXA deal with Pietro has been a great exercise for me in realizing how our sports equipment is adapting and ultimately, performing. To support the radical demand of today's freeskiier comes the responsibility of the industry to deliver a product, which encompasses the athlete's direct influence. As skiers, we realize boots are critically important and so while our heart will always be in developing ski shapes, the opportunities ahead for us to participate in the advancement of boot technology from a freeskiing perspective is an opportunity we are collectively psyched to pursue."

For all media inquiries, as well details pertaining to sales representation, inline deliveries and future alignment on this partnership, please contact: skierservices@roxaboos.com

ABOUT 4FRNT SKIS:

4FRNT is a project that was started to form leadership within the ski community by producing the best skis, bindings, poles, and apparel in the marketplace. It began in 2002 during a period when Freeskiing was becoming established yet the products on the market struggled for direction. Rider owned and operated since the beginning, the mission was to attract the sports best riders, provide a platform for them to design signature products and by result, become leaders in the sport and progress the state of Freeskiing.

ABOUT ROXA:

ROXA is an Italian Company that designs, produces and release sporting technical shoes, aiming to achieve bigger goals year by year on the field of versatility, safety and technical specialization. The ROXA strategy is to stay up to date with new trends and new needs of who play winter sports. We invest strongly on the innovation of products but also on our corporate image. We maintain a boots offer projected and realized with Italian know-how, keeping an eye abroad as source of inspiration and exchange of information, always aiming to improve our proposals year by year.